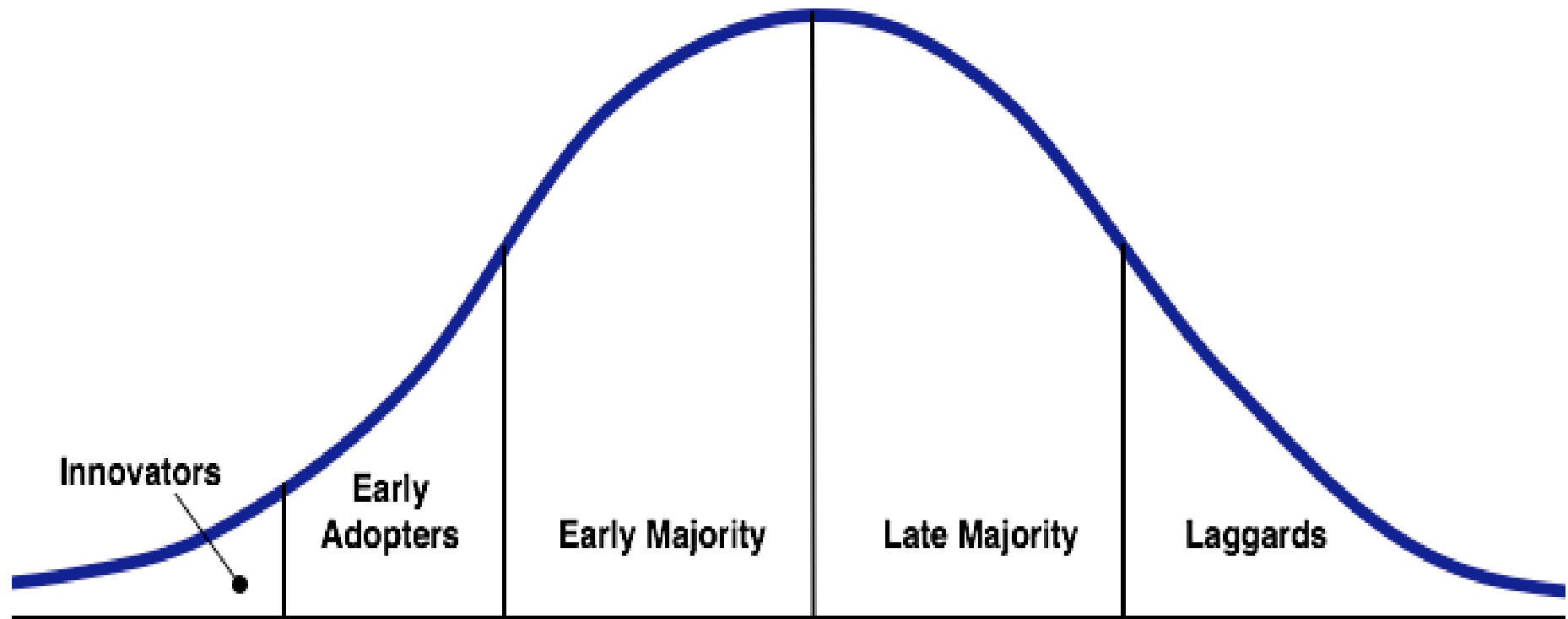


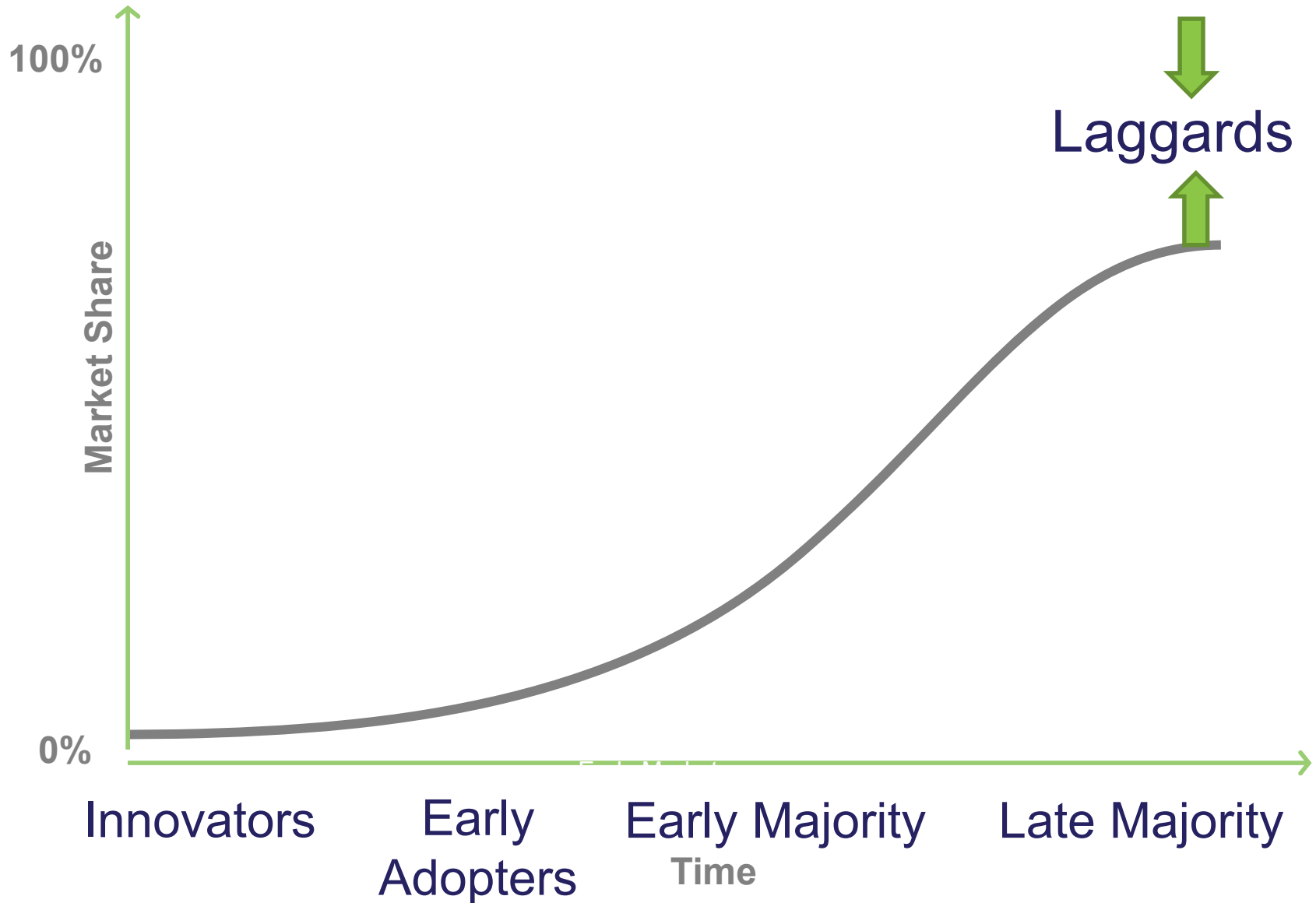
# Diffusion of Innovation

## Adopter Groups

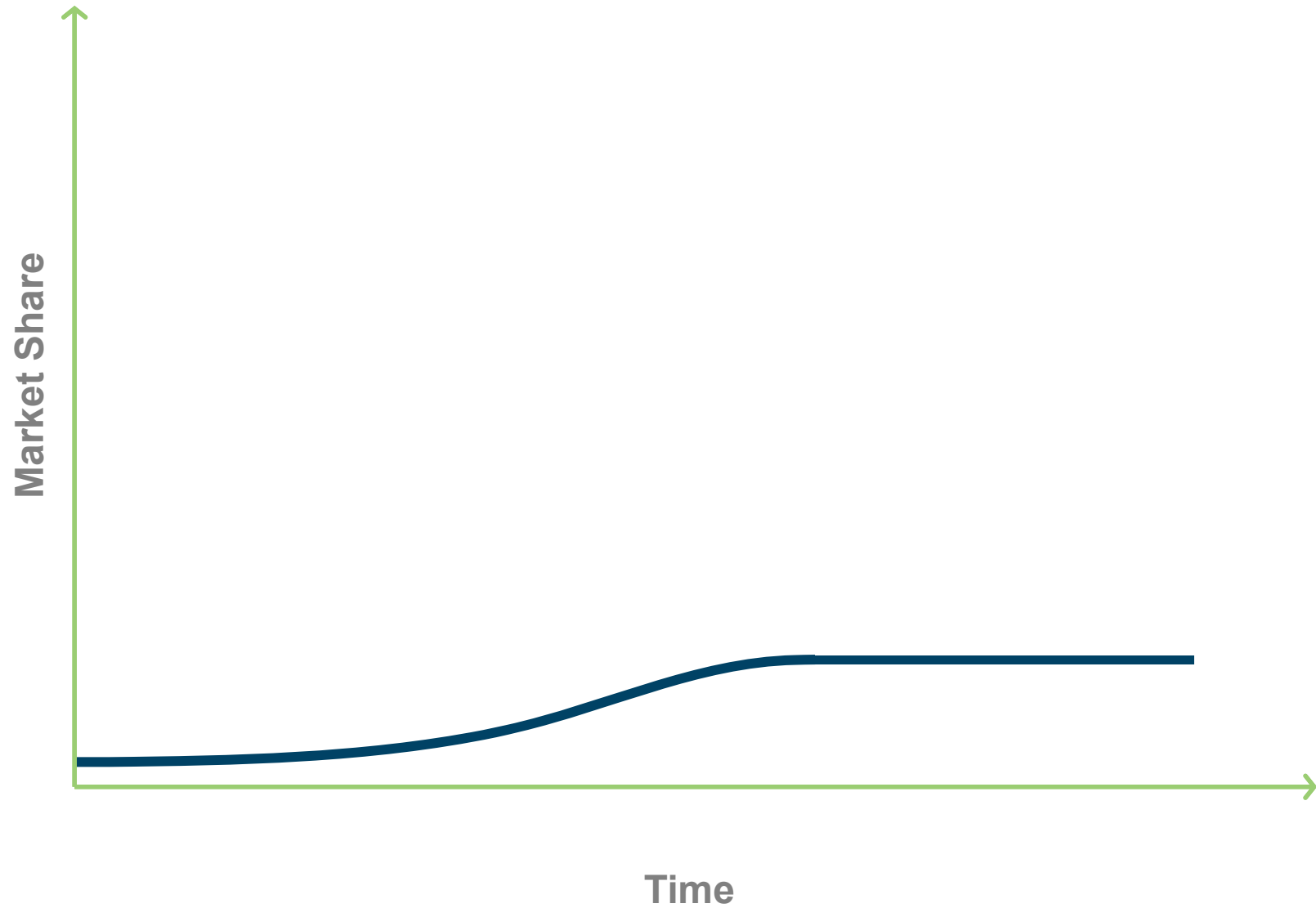


Source: Everett Rogers, *Diffusion of Innovations* model

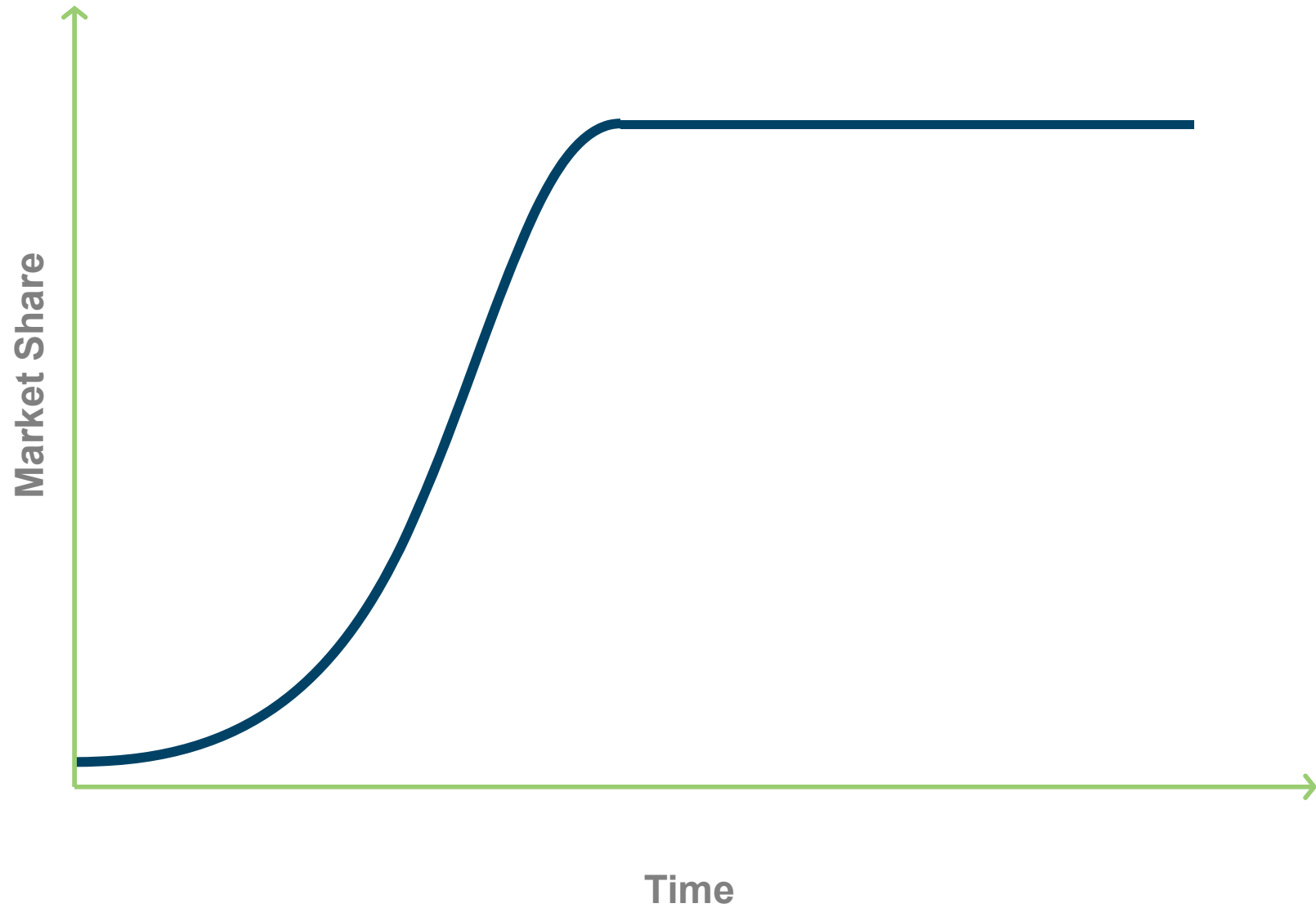
# Diffusion of Innovation



# Diffusion of Innovation



# Diffusion of Innovation



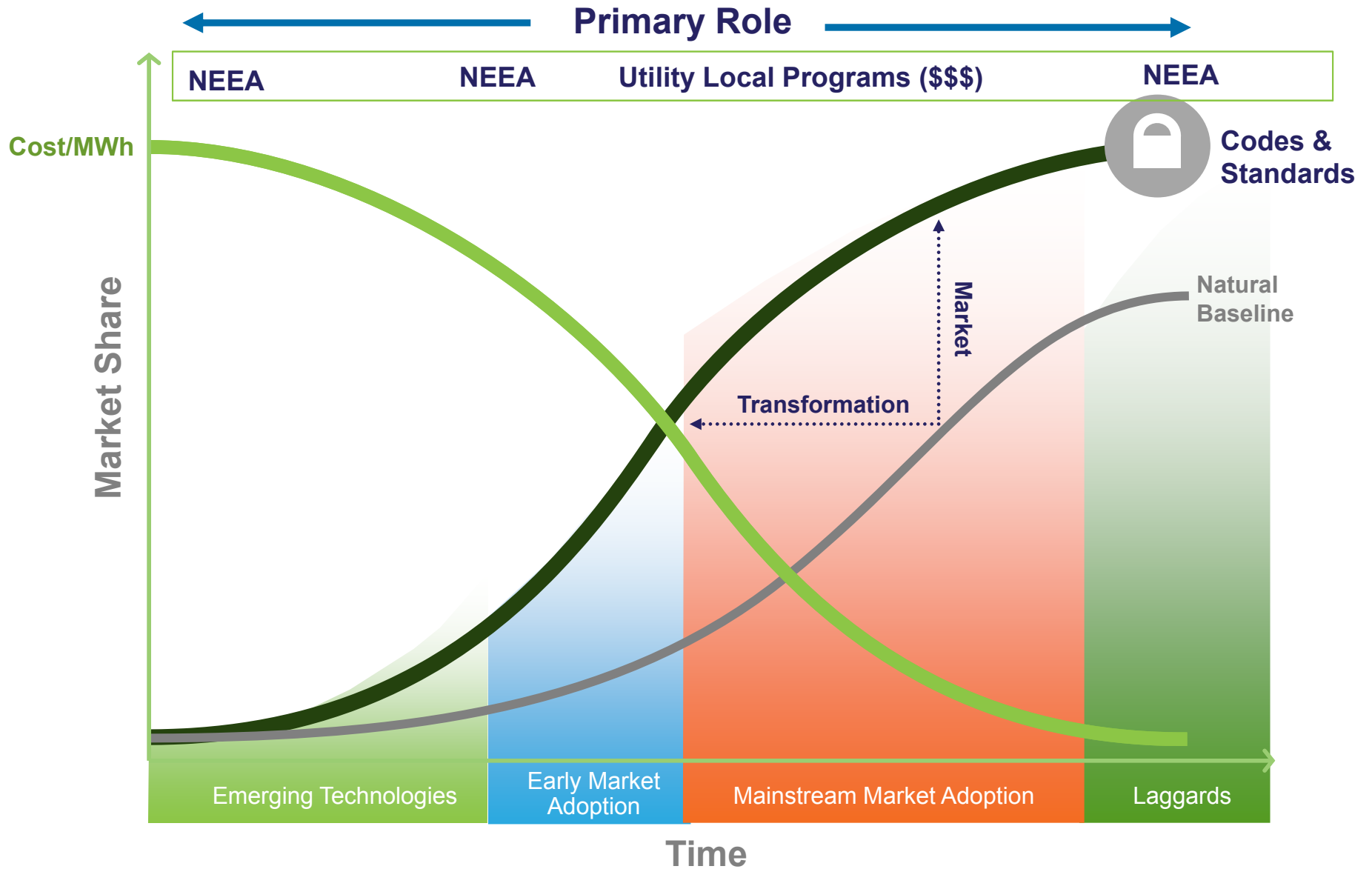
# Diffusion of Innovation!



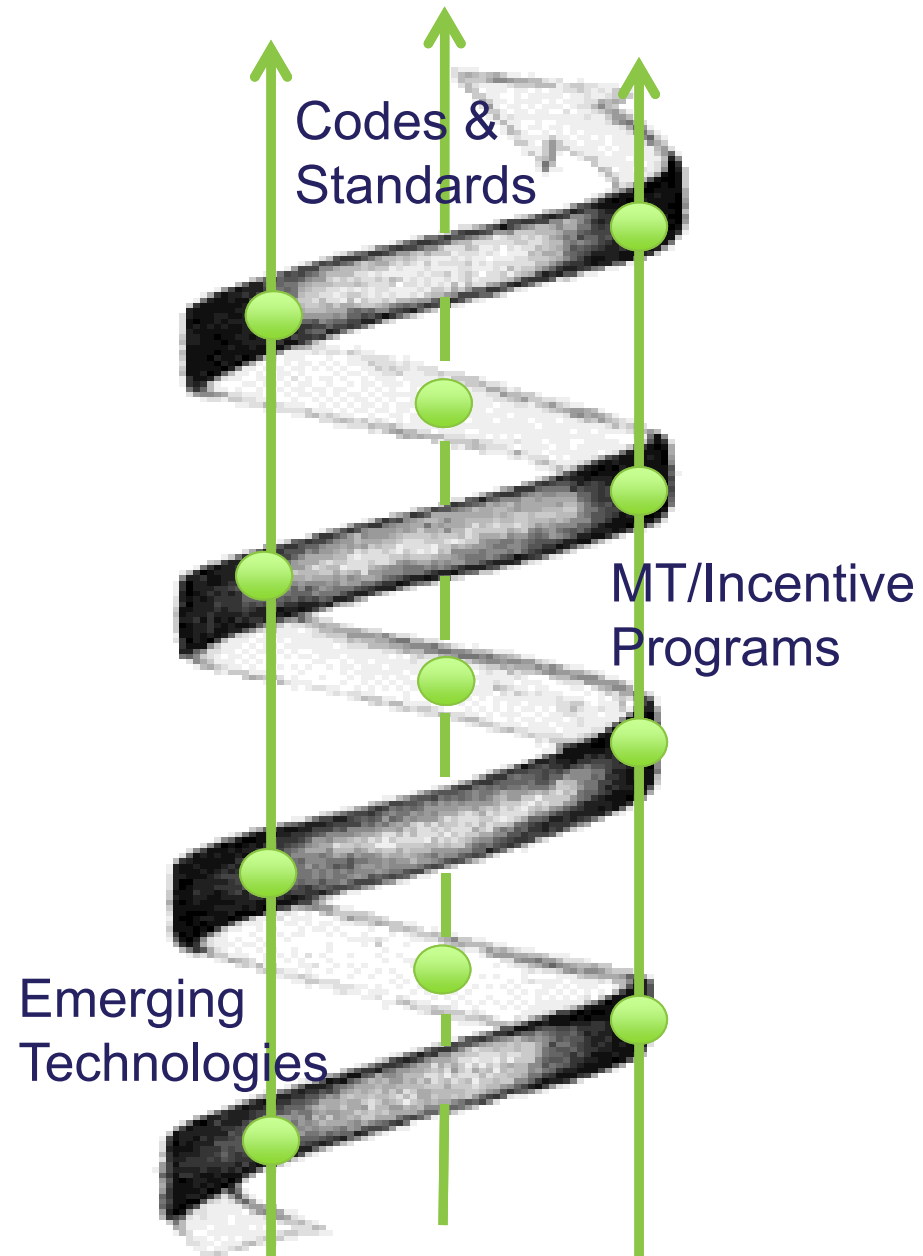
# What is Market Transformation?



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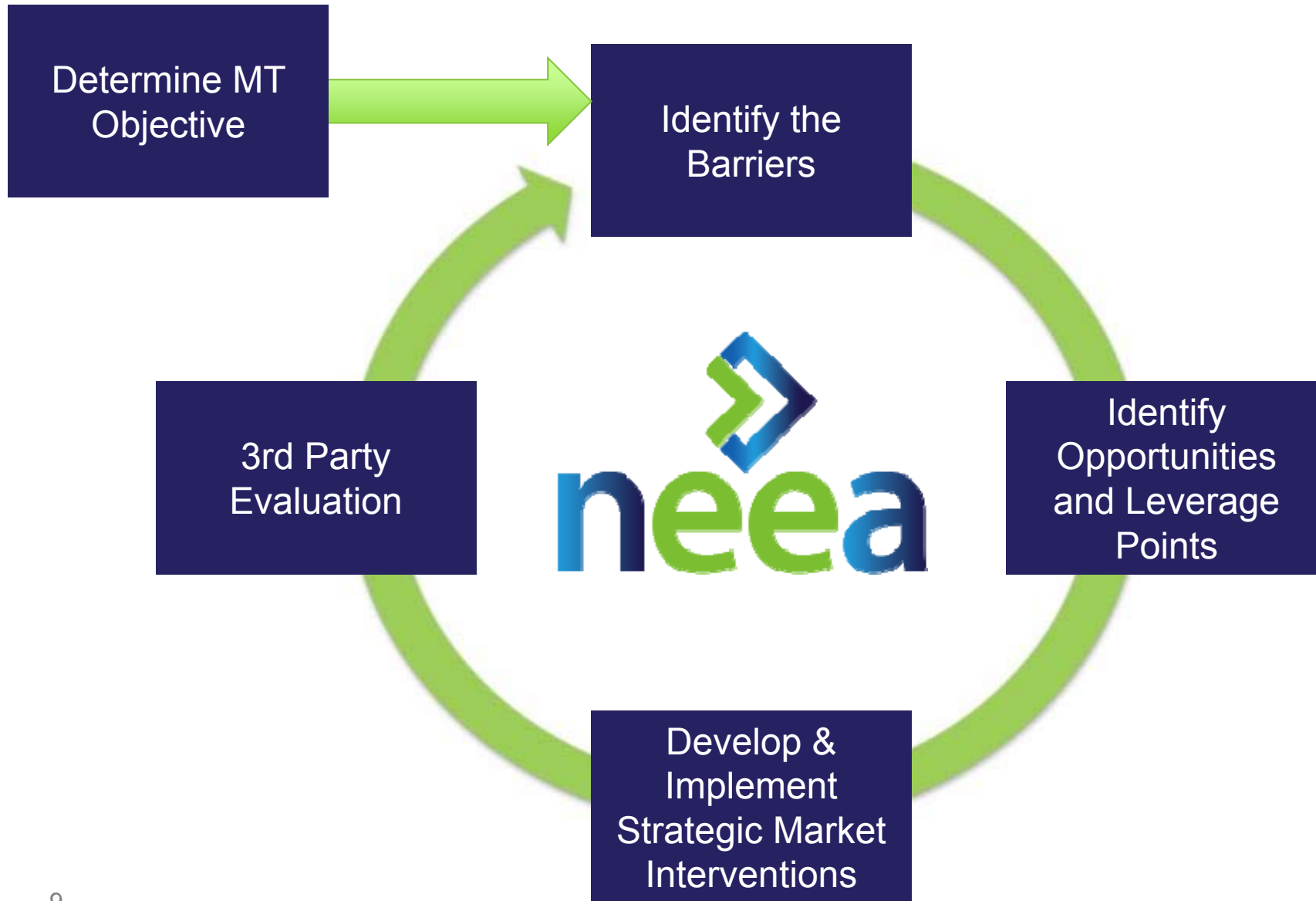


# Market Transformation?





# Market Transformation Process

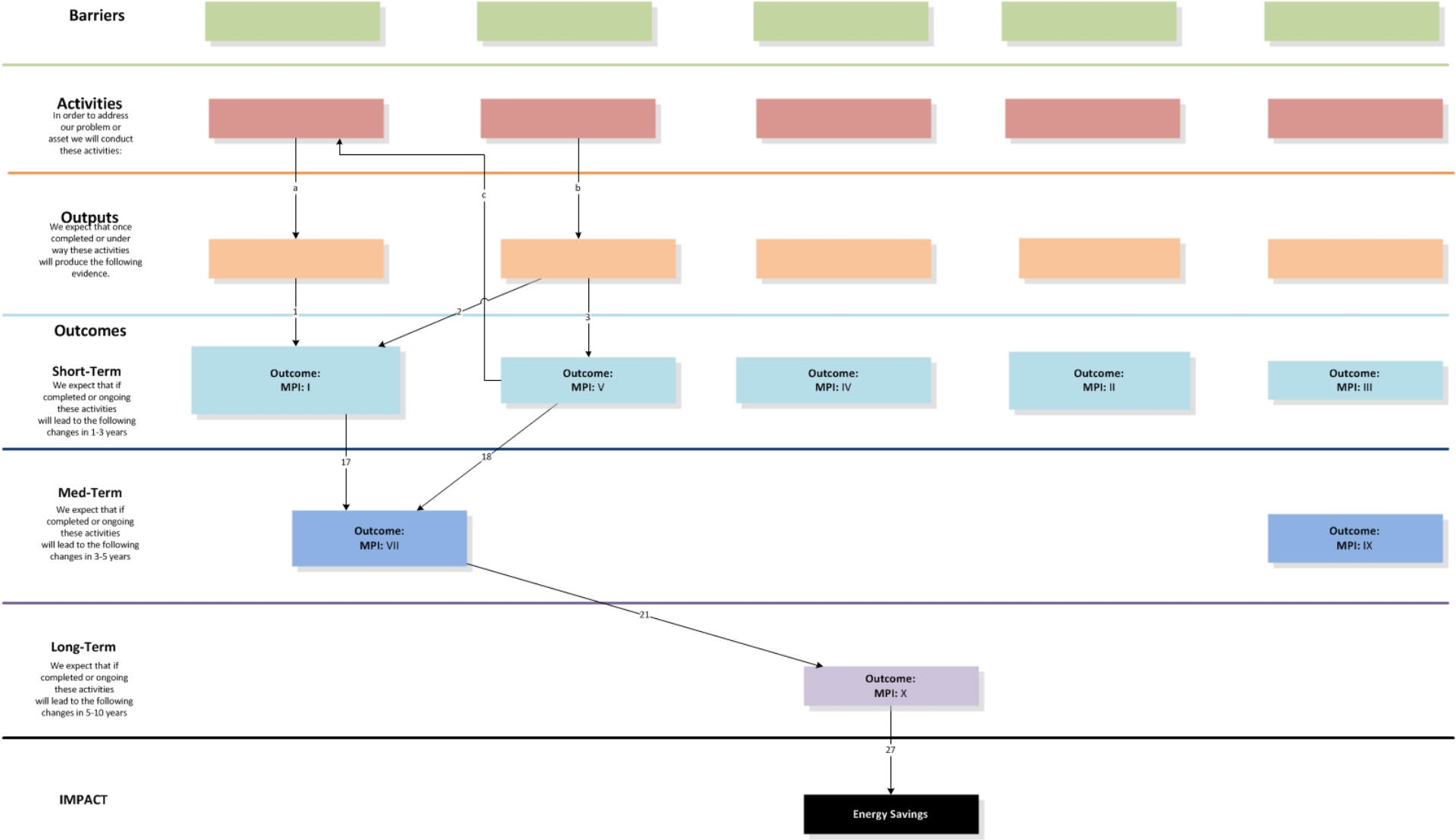


# Logic Models

“A logic model is a systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve”.

*W.K. Kellogg Foundation Logic Model Development Guide*

<INITIATIVE NAME HERE> LOGIC MODEL



# Market Progress Indicators

Market Progress Indicators: How  
do you know if you're doing  
anything useful?